



La pizzeria verace

CUORE NAPOLETANO

“

We would like that in our restaurants one can find flavors considered missing. Our recipes come from a search, continuously active, with proposals coming from the traditional Sundays lunch in Naples. The dough we use for pizza is made with natural yeast and a secret recipe dosing different types of flour, water, salt and yeast. The pizza is cooked oven in the exclusive small-scale, rigorously wood fired, brick built with 340 and, thanks to the constant heat to 485 ° C, ensures the fragrance and flavor of the bread of his “cornicione” typical of true Neapolitan pizza. The basic products of our preparations are selected from producers, which have become more friends than suppliers. ROSSOPOMODORO makes sure most of their craftsmanship, and uses in his restaurants. Products as mozzarella d.o.p. only from buffalo milk, the very good extra virgin olive oil the Sorrento peninsula, or the Gragnano pasta drawn bronze and used in our courses, the traditional flour, the one that always uses the most ancient Neapolitan pizza makers. Over all, the main product, the famous peeled tomato from Agro Nocerino.

Our purpose is to introduce to a wider audience, not selected by the cost of the meal, products of exceptional quality. So far this type of preparations made with rare products had the privilege of so-called high, especially in the price, restaurants.

”

NAPOLI - ROMA - MILANO - FIRENZE - BOLOGNA - TORINO - CAGLIARI - MONZA - BENEVENTO - PAVIA - ROZZANO - PARMA - CASERTA - PADOVA - CATANIA - LIVORNO
REGGIO EMILIA - BRESCIA - GENOVA - NOLA - BELLINZAGO - REGGIO CALABRIA - CINZANO - RIMINI - ANCONA - AOSTA - ALESSANDRIA - CASSINO - CORIGLIANO CALABRO
UDINE - VICENZA - TRIESTE - FROSINONE - SAVIGNANO SUL RUBICONE - PALERMO - PRATO - MESSINA - LONDRA - REJKYAVIK - BUENOS AIRES - TOKYO - NAPLES USA

| r o s s o p o m o d o r o . i t |

[c o n c e p t]

ROSSOPOMODORO basics



m i s s i o n

Delight the palate in a healthy and genuine through strictly Neapolitan dining experiences at a affordable price. In Italy and abroad.

v i s i o n

Strengthen leadership in the world restaurant trading combining business and ethics.



[g e n e s i s]

The trademark evolution



Today, the group Sebeto ITALY controls, after twenty years of intensive work in the construction of restaurants and pizzerias, detains ROSSOPOMODORO brand and other brands. The activities have begun with the opening of the first pizza restaurant Pizza a & Contorni in 1988, using the same strategies that will later become the guidelines of the whole project: to offer genuine products of the Neapolitan tradition, made with a traditional pizza oven wood, with mozzarella di bufala in a strict environment and a level of professionalism marked by innovation and creativity. In the late 90's the first restaurant ROSSOPOMODORO " in the center of Naples with the format that will be exported all over the world was founded. In 2000 the first "Anema e Cozze" as the development of an innovative idea, namely, to develop the model of traditional pizzeria combining the two aspects of Neapolitan cuisine: pizza and blue sea with fish, mussels and clams. In 2007, exalt the coals with the opening of "Fuoco" in Milan. From 2008 has been introduced a new service, fast food and quality using the product excellence of the Neapolitan tradition, "Rossosapore" for customers who are short on time but don't want to renounce the pleasure of a hearty meal. The last step was to Rosso Cafe, taste and tradition with the imprint of our style. Today the group restaurants are over 113 in Italy and abroad.

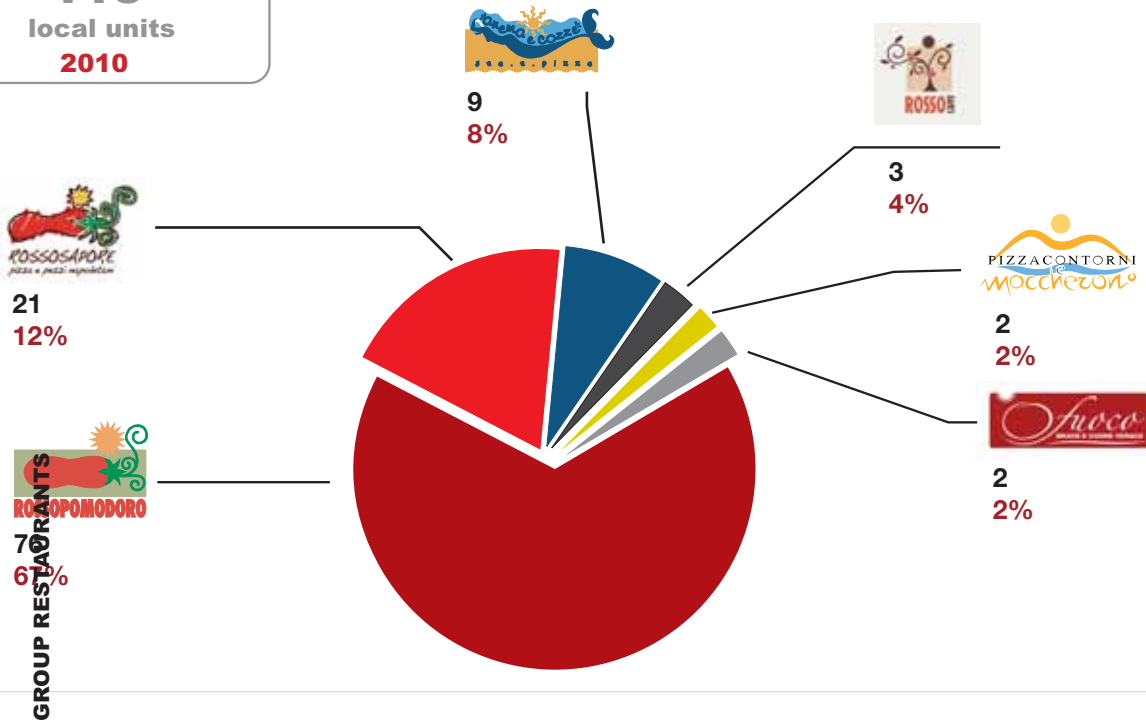


[the steps]

The fundamental stages of growth

113

local units
2010



GROUP RESTAURANTS

1988 - opening of the first restaurant in Naples 'Pizza e Contorni'

1990 - development of the restaurants in the area

1998 - the first 'ROSSOPOMODORO' restaurant

1999 - development of 'ROSSOPOMODORO' in the Italian market starting from Rome e Milan

2000 - opening of the first 'Anema&Cozze'

2005 - European market development

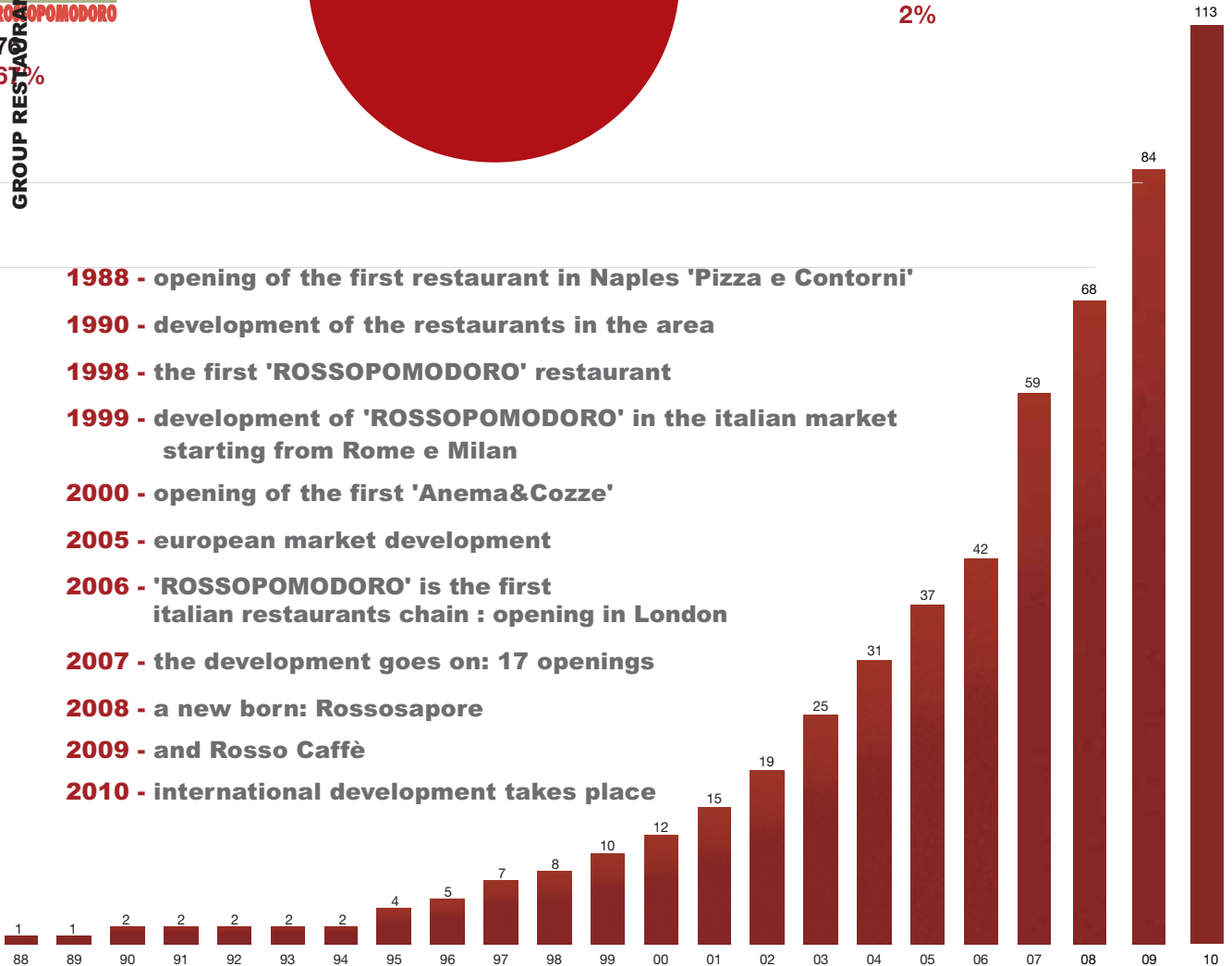
2006 - 'ROSSOPOMODORO' is the first Italian restaurants chain : opening in London

2007 - the development goes on: 17 openings

2008 - a new born: Rossosapore

2009 - and Rosso Caffè

2010 - international development takes place

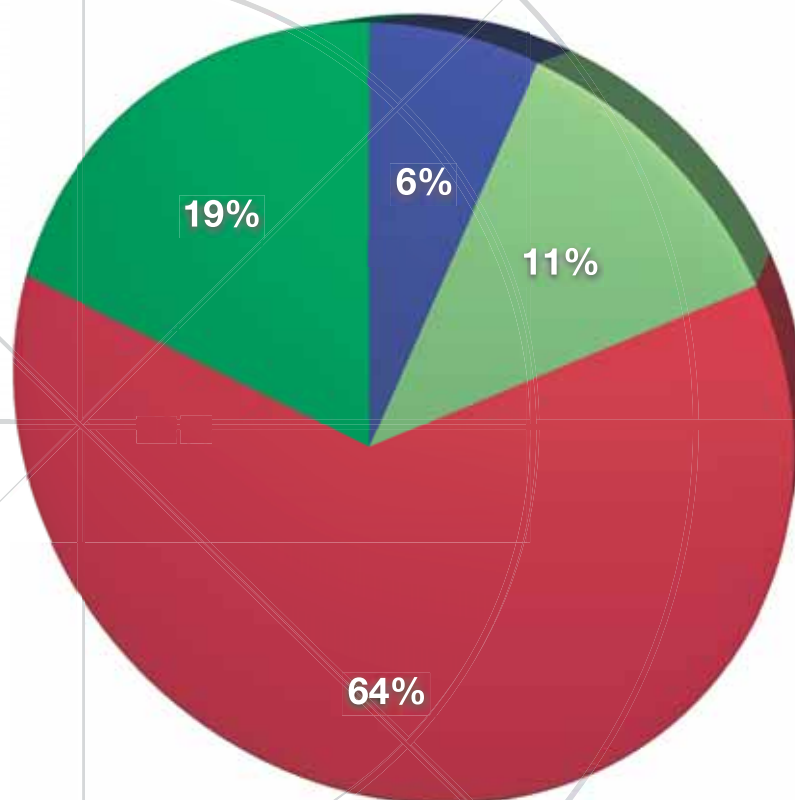


1988 - 2010

[management]

Turnover by business model

BUSINESS



● Direct management ● Business rental ● Franchising ● Franchising RS

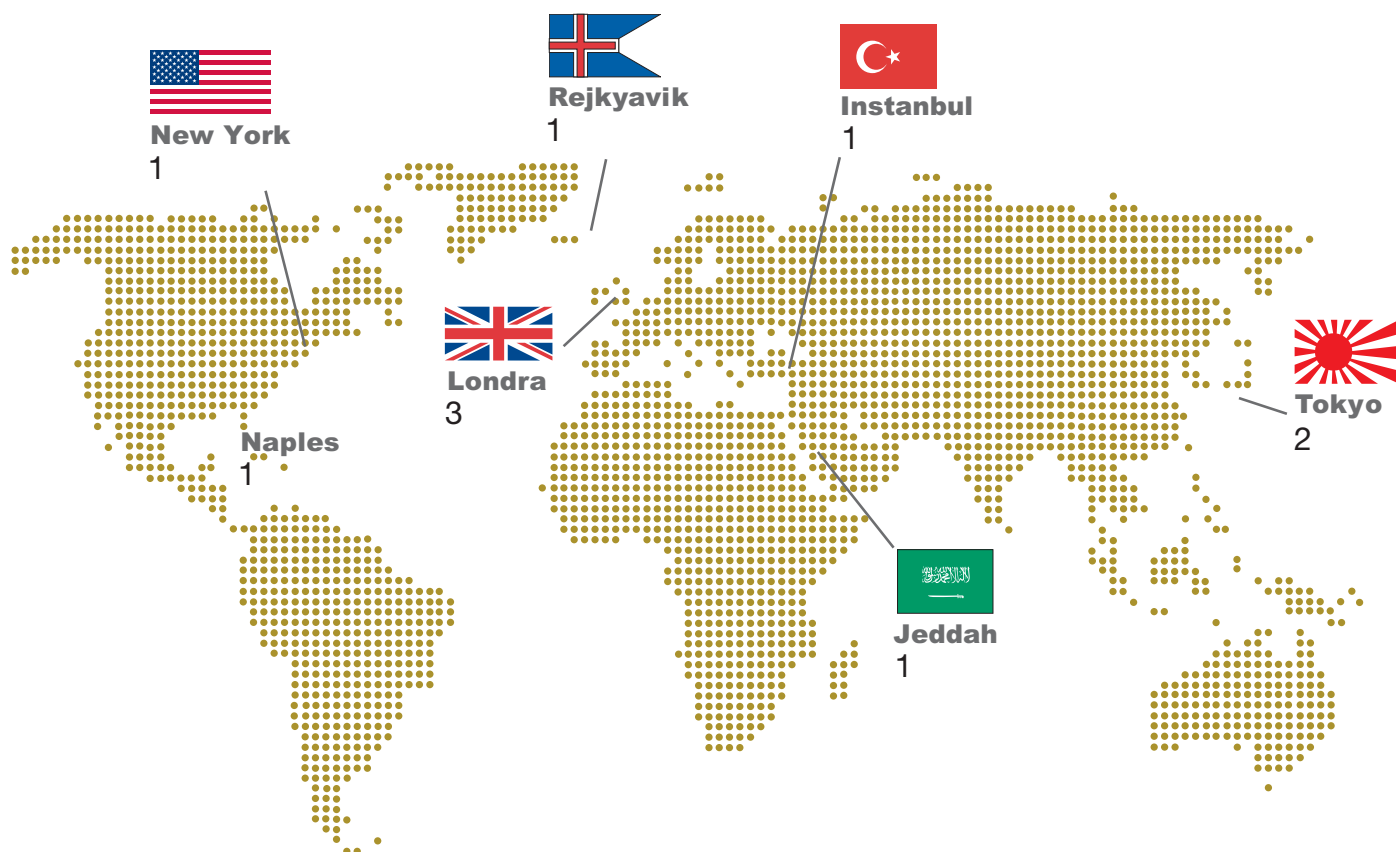
The objective of the management policy of the restaurants is to facilitate the coverage of the market by offering different brands.

Direct Management: The restaurant is owned and managed by Vesuvius employees. Rental Company of the restaurant is owned by Vesevo and operational management is devolved outsourcing to an independent manager (professional and entrepreneurial managers within the Group).

Franchising: the restaurant is owned by an independent operator, to which the Group Sebeto provides assistance in training and organization in order to keep each location in the philosophy of 'ROSSOPOMODORO'.

[the world]

The distribution of restaurants



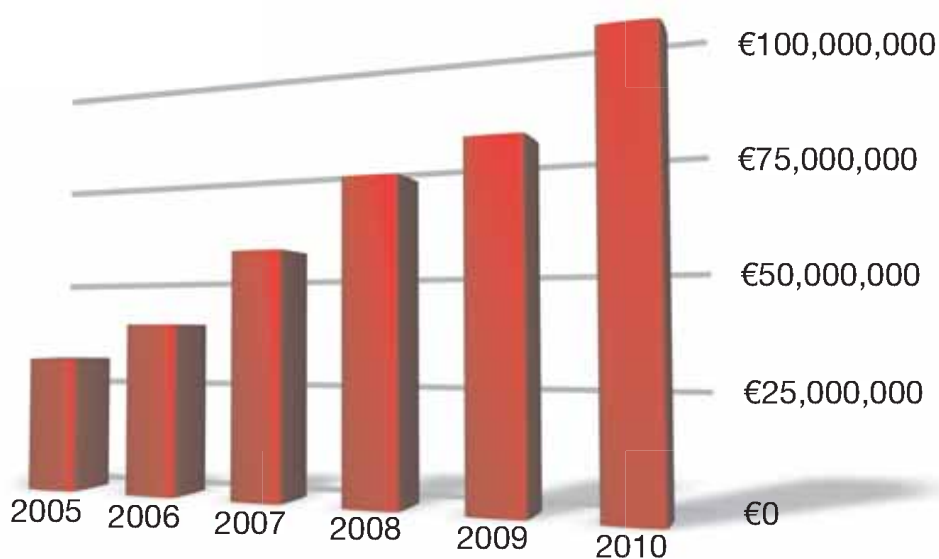
**The best result for Rossopomodoro:
the neapolitan kitchen is becoming worldwide**

[numbers]

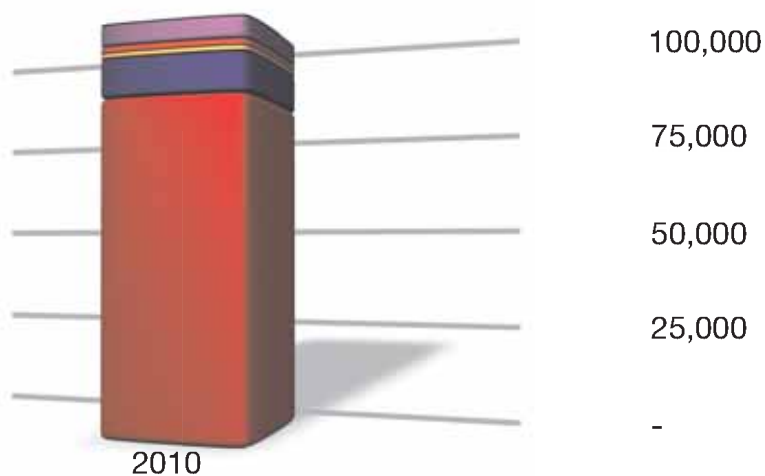
Total sale system

Group turnover

	2005	2006	2007	2008	2009	2010
Fatturato	€31,500,000	€39,700,000	€56,200,000	€71,600,000	€78,500,000	€99,123,000



Brand turnover



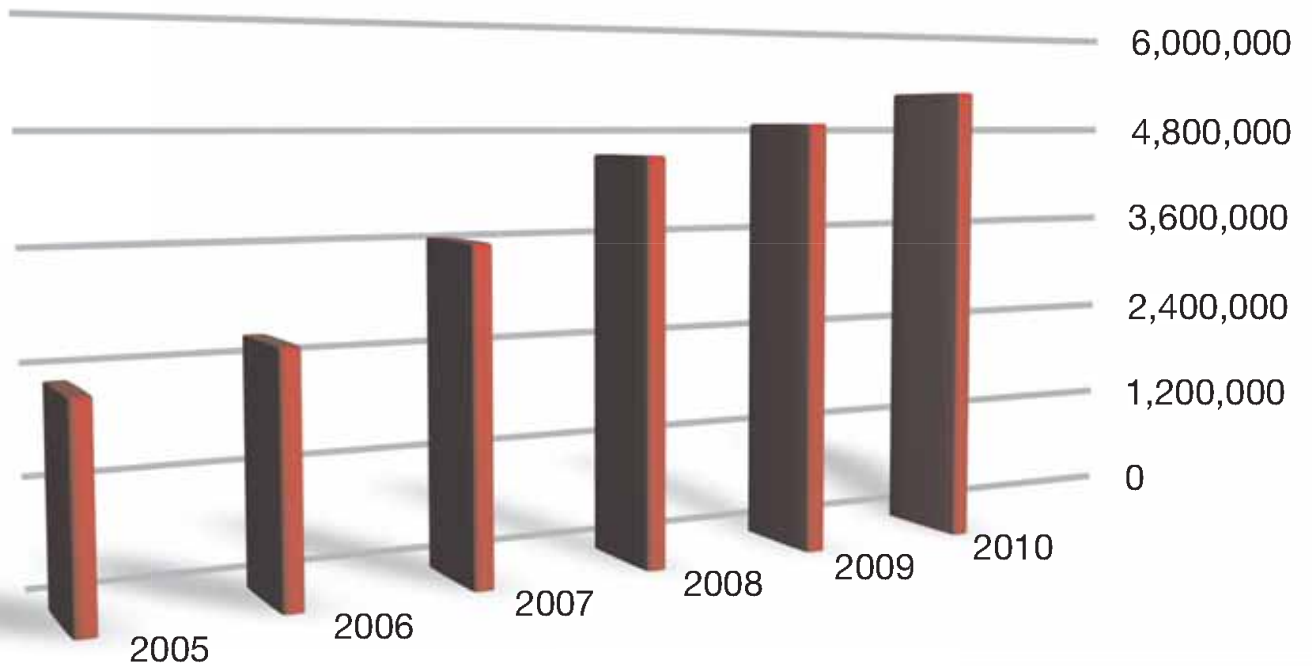
[numbers]

meals



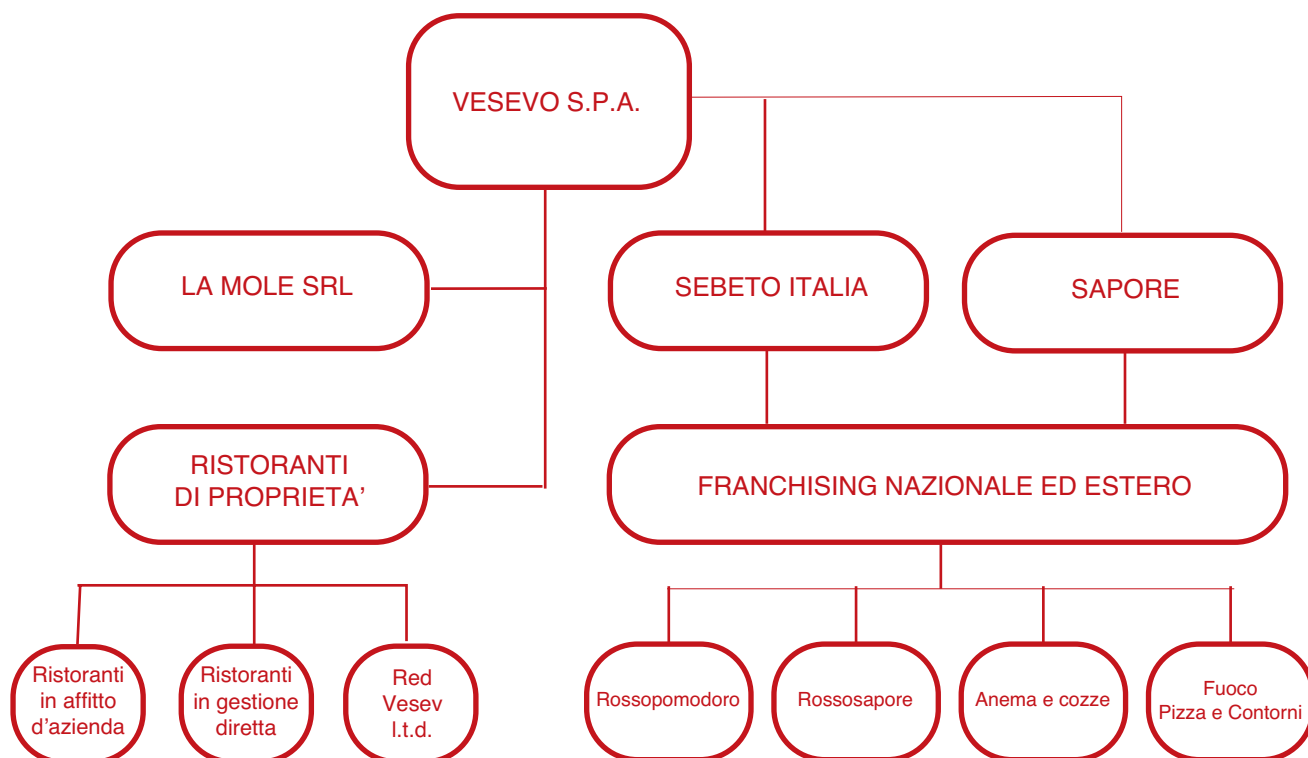
customers by year

	2005	2006	2007	2008	2009	2010
numero coperti	2317673	2683378	3646103	4532721	4879189	5239520



[structure]

Shareholders and Group Structure



GROUP STRUCTURE

Vesevo is the holding group that owns 100% of the subsidiaries, both in direct management and rental company, with the exception 51% of Argentina Vesevo. Sebeto Italy and Sapore are the operating companies managing the group's brands. La Mole is a trading company. Vesevo directly controls the restaurants by legally separate companies that retain ownership of each restaurant, there are some exceptions, in which a single company holds more than a restaurant, including Red Vesev which owns the three existing restaurants and the next to be opened in the UK.

Group turnover in 2010 was € 99,123,000 divided as follows:

Direct management of € 11,251,000

Business rental € 17,191,000

Franchising € 70,424,000

[the model]

- Quality of products through principals of supply sources
- Quality of preparations by training managers, cooks, pizza and computing infrastructure that governs the working cycles.
- Exclusive offer fresh food without the use of pre-cooked
- Creativity of seasonal menus provided by a process of research and development and engineering, recipes based on the best industrial logic for standardized the level of performance while maintaining a small-scale production
- Delivery of the same raw materials around the world with a specific management distribution and logistics.
- The University Company: School of Education to get consistent service levels.
- The ability to select the locations of the restaurants
- The selection process of staff capacity is aligned to be oriented values, to ensure high motivation and low turnover.



[company university]



*Accademia
dell'ecellenza*

THE SCHOOL OF EDUCATION ROSSOPOMODORO

- The Training Center is a structured training courses.
- Training is specific to each professional role: directors, deputy directors, chefs, pizza makers and room attendants.
- The courses include classroom theory sessions, practical activities and work experience in local pilot followed by senior figures.
- Teachers are the internal figures who have gained the most experience and capacity for each training topic.
- Training programs are closely linked to strategic objectives.
- The project is filed with the Patent and Trademark Office in Rome.

[La Puteca]

La nostra bottega di prodotti della tradizione campana



Dairy Products: Mozzarella DOP, IGP mozzarella, buffalo Caciocavallo, Pecorino bagnolese Slow Food, smoked cheese, Ricotta di Bufala;

Oliodoro: Olive Sorrento DOP exclusively minucciola olives, extra virgin Sorrento lemons and oranges of Sorrento;

Caputo flour: the traditional meal of Naples, the pizza special;

Pasta: durum wheat Gragnano drawn bronze with special sizes made by hand;

Preserves: Agro Nocerino DOP San Marzano tomatoes sarnese, Sorrento tomatoes, sundried tomatoes, grilled eggplant, artichokes, cerasielli in extra virgin olive oil;

Cold cuts: salami Pelatello black Caserta, cured buffalo, salame di Napoli, Naples LOIN, Culatello Irpinia;

Anchovie: Cetara of Slow Food, tuna fillets, salted anchovies and sardines in olive oil;

Sorrento liquors: Limoncello, lemon cream, fennel, Cerasiello, Nurchetto, Walnut (all liquor is produced with indigenous raw materials);

Wine: Falanghina DOC, Aglianico DOC, Taurasi DOCG, Greek tuff DOCG Fiano DOCG;

Spirits: Grappa Falanghina, Fiano Grappa, Grappa Falanghina;

Dolcini: Taralli of Castellammare and biscuits, honey Massalubrenze, the stewed fruit of Vesuvius, Baba Limoncello, nougat of Benevento.

La famiglia Caputo nasce nel suo natino da tre generazioni cucinando i gusti di una città con la più ardente tradizione. Dal 1824 produce la tradizionale farina di grano tenero di sempre utilizzata nelle pizzerie napoletane per la preparazione della pizza. Noi di Rossopomodoro abbiamo selezionato per offrire sempre un impasto leggero che non affonda i gusti delle pizze napoletane. Sapori, preferiti e la nostra passione per la tradizione.

I friarielli napoletani con infiorescenza appena sviluppatasi, sono molto simili alle cime di rape e sono un piatto tipico della cucina napoletana. Il nome deriva dal verbo frigare (friggere) ed indica appunto la morbidezza con cui i friarielli sono preparati, ovvero direttamente in padella con aglio, olio, sale e peperoncino. Noi di Rossopomodoro non li facciamo mai cuocere nella nostra cucina. I friarielli formano un armonico gusto inconfondibile con la salaticcia come ripieno per ravioli e come condimento per la pizza con saliccia, friarielli e provola.

La Famiglia Sorrentino è lo storico attore di produzione delle olive Nocciuola che la famiglia Sorrentino coltiva, raccoglie e sprema da più di 100 anni. L'olio è ottenuto unicamente mediante procedimenti meccanici e spremuto a freddo. La raccolta delle olive avviene a mano. Per la macerazione non utilizziamo più di 8 ore ed il prodotto affonda non sufficientemente a massa di destinazione italiana.

Ogni mattina, sin dal 1950, il latte di bufala viene fresco al caseificio Bellopede a Marigliano e viene lavorato secondo un antico rituale della regione costiera della "stagliata", dopo la filtratura, ma sapori "mazzoni" la bianca massa, come per tradizione il sapore del latte, dell'erba e della terra campana. Rossopomodoro utilizza la mozzarella di bufala campana "Bellopede" in tutti i ristoranti, anche all'estero.

Gragnano di "Genio graniti" è il paese dove da sempre l'arte di fare maccheroni è tramandata di generazione in generazione. Il pastificio del Casier Afeltra è custode di quella tradizione e secondo l'antica ricetta della Campania, alle migliori semole, ci offre una pasta, dal calore dell'oro e dal profumo del grano, trafilata rigorosamente al bronzo.

La qualità dei pomodori della valle del Vesuvio di Castellammare di Stabia è frutto della varietà e della rigogliosa cura e coltivazione della famiglia Sorrentino. La facilità di crescita in campo nel centro della mobilità di terra di raccolta, viene con stile e attenzione la qualità del prodotto. Tutto, in modo da mantenere il più possibile naturale la caratteristiche originali in forma di gusto, il contenuto in vitamine, il suo aroma, perché possiamo garantirvi a pieno il momento del consumo. Infatti il pomodoro viene raccolto solo nel mese di agosto e lavorato in grande per portare sulla tavola di tutti i ristoranti. Collaboriamo e gestiamo direttamente il raccolto del Vesuvio.

[ROSSOSAPORE]

2008 the new brand



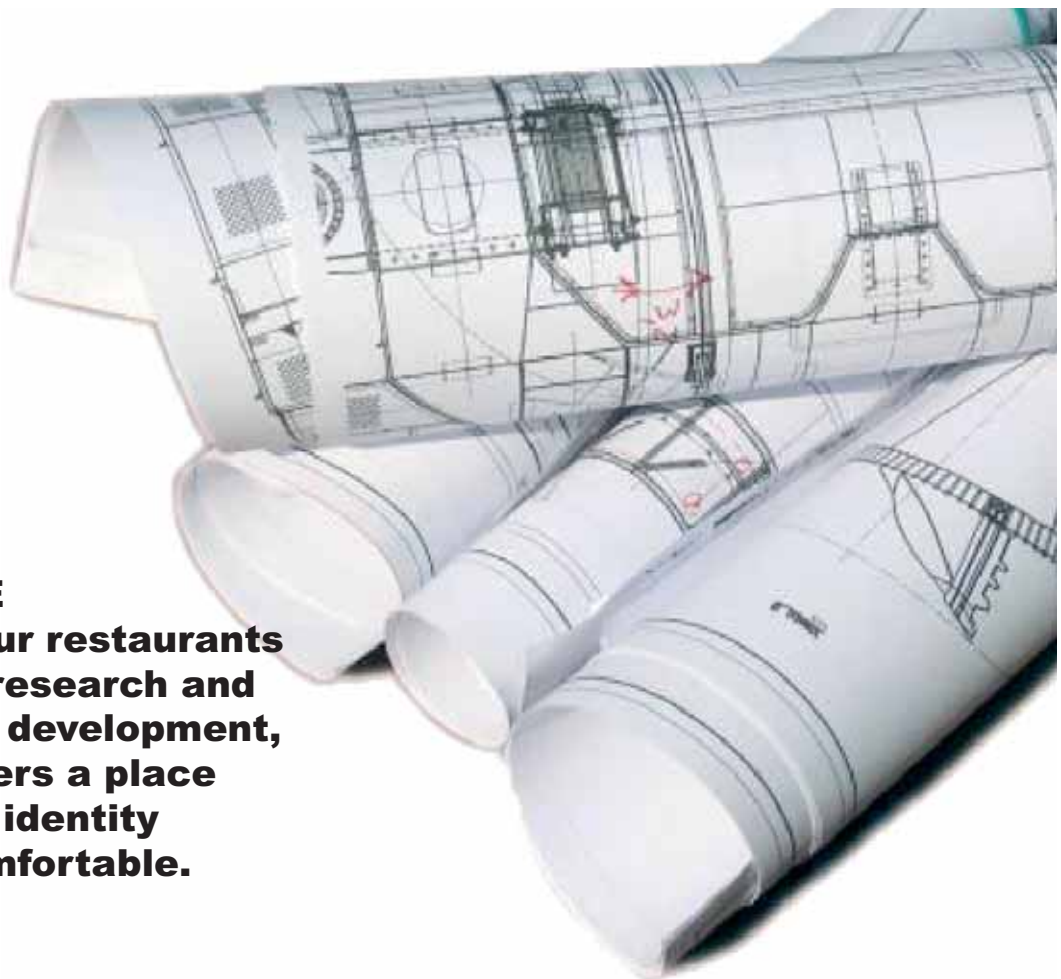
From Rossopomodoro experience, there is a new service, fast food and quality using the product excellence of the Neapolitan tradition, "Rossosapore" for customers who are short on time and will not renounce the pleasure of a genuine meal.



rossosapore.it

[d e s i g n]

the layout



ARCHITECTURE

The design of our restaurants is the result of research and twenty years of development, to offer customers a place defined with an identity modern and comfortable.



ROSSOPOMODORO

La pizzeria verace



CUORENAPOLETANO

Group development

**Istanbul
Mestre
Pescara
Bacoli
Ostia**

...

our 2011 goal

28 openings!

